

VIII. Privacy – CAN-SPAM

and “transactional or relationship” content (*see* below for definition) if either:

- a recipient reasonably interpreting the subject line of the e-mail message would likely conclude that the message contains commercial content; or
- the e-mail message’s “transactional or relationship” content does not appear in whole or substantial part at the beginning of the body of the message.

(3) The primary purpose of an e-mail message will be deemed to be commercial if it contains both commercial content as well as content that is not transactional or relationship content if a recipient reasonably interpreting either:

- the subject line of the e-mail message would likely conclude that the message contains commercial content; or
- the body of the message would likely conclude that the primary purpose of the message is commercial.

(4) The primary purpose of an e-mail message will be deemed to be transactional or relationship (non-commercial) if it contains only “transactional or relationship” content.

“Protected Computer” A computer:

- Exclusively for the use of a financial institution or the United States government, or, in the case of a computer not exclusively for such use, used by or for a financial institution or the United States government and the conduct constituting the offense affects that use by or for the financial institution or the government; or
- Which is used in interstate or foreign commerce or communication.

“Recipient” An authorized user of the electronic mail address to which the message was sent or delivered.

“Sender” A person who initiates an e-mail message and whose product, service, or Internet Web site is advertised or promoted by the message.

“Sexually Oriented Material” Any material that depicts sexually explicit conduct unless the depiction constitutes a small and insignificant part of the whole.

“Transactional or Relationship E-mail Message” An e-mail message with the primary purpose of facilitating, completing or confirming a commercial transaction that the recipient had previously agreed to enter into; to provide warranty, product recall, or safety or security information; or subscription, membership, account, loan, or other information relating to an ongoing purchase or use.

General Requirements of the CAN-SPAM Statute:

- Prohibits the use of false or misleading transmission information [§7704(a)(1)] such as:
 - False or misleading header information;
 - A “from” line that does not accurately identify any person who initiated the message; and
 - Inaccurate or misleading identification of a protected computer used to initiate the message because the person initiating the message knowingly uses another protected computer to relay or retransmit the message for purposes of disguising its origin.
- Prohibits the use of deceptive subject headings. [§7704(a)(2)]
- Requires a functioning e-mail return address or other Internet-based response mechanism. [§7704(a)(3)]
- Requires that commercial e-mail messages be discontinued within 10 business days after receipt of opt-out notification from recipient. [§7704(a)(4)]
- Requires a clear and conspicuous identification that the message is an advertisement or solicitation; clear and conspicuous notice of the opportunity to decline to receive further commercial e-mail messages from the sender; and a valid physical postal address of the sender. [§7704(a)(5)]
- Prohibits address harvesting (obtaining e-mail addresses using an automated means from an Internet Web site or proprietary online service operated by another person, where such service/person, at the time the address was obtained, had provided a notice stating that the operator of such Web site or online service will not give, sell, or otherwise transfer electronic addresses) and dictionary attacks (obtaining e-mail addresses by using an automated means that generates possible e-mail addresses by combining names, letters, or numbers into numerous permutations). [§7704(b)(1)]
- Prohibits hijacking, the use of automated means to register for multiple e-mail accounts or online user accounts from which to transmit, or enable another person to transmit, a commercial e-mail message that is unlawful. [§7704(b)(2)]
- Prohibits any person from knowingly relaying or retransmitting a commercial e-mail message that is unlawful. [§7704(b)(3)]
- Requires warning labels (in the subject line and within the message body) on commercial e-mail messages containing sexually oriented material. [§7704(d)]
- Prohibits a person from promoting, or allowing the promotion of, that person’s trade or business, or goods, products, property, or services in an unlawful commercial e-mail message. [§7705(a)]